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THAT WHICH IS CLAIMED:

1. A motion activated light for a vehicle wheel having an air valve stem, said light comprising:
 - 5 a connector complementary to the air valve stem for connecting said light thereto;
 - a power source connected in an electrical circuit;
 - 10 a light source connected to said power source through the electrical circuit; and
 - a motion sensitive switch connected to the electrical circuit so as to energize the light source responsive to movement of the wheel.
2. The light of Claim 1, wherein an inner tube comprises the air valve stem.
- 15 3. The light of Claim 1, wherein the air valve stem has threads and the connector comprises complementary threads for connecting said light to the air valve stem.
4. The light of Claim 1, wherein the connector comprises a pressure coupling for connecting to the air valve stem.
- 20 5. The light of Claim 1, wherein said power source comprises a battery.
6. The light of Claim 1, wherein said light source comprises a light emitting diode.
7. The light of Claim 1, wherein said motion comprises a
25 centrifugal force.

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8. A motion activated light for a vehicle wheel having an air valve with a threaded stem, said light comprising:
5 a housing having threads complementary to the threaded stem for connecting said light to the air valve stem;
 a power source connected to an electrical circuit;
 a light emitting diode connected to the electrical circuit; and
10 a motion sensitive switch connected to close the electrical circuit responsive to movement so as to energize the light emitting diode.

9. The light of Claim 8, wherein an inner tube comprises the air valve stem.

15 10. The light of Claim 8, wherein said motion activated light comprises at least one color.

11. The light of Claim 8, wherein said housing comprises a substantially waterproof enclosure.

12. The light of Claim 8, wherein said housing further
20 comprises an ornamental shape.

13. The light of Claim 8, wherein said light emitting diode emits light of a predetermined color.

14. The light of Claim 8, wherein said motion sensitive switch intermittently closes said electrical circuit
25 responsive to movement to thereby cause said light emitting diode to emit flashes of light.

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15. The light of Claim 8, wherein said motion sensitive switch energizes said light source for a predetermined time following movement of the wheel.

16. A lighted wheel for a vehicle, comprising:

5 a pneumatic tire comprising an air valve having a stem; and

a motion activated light connected to the air valve stem;

wherein the motion activated light comprises an

10 electrical circuit having a power source, a light source, and a motion sensitive switch connected to close the circuit to thereby energize the light source responsive to motion of the wheel.

17. The lighted wheel of Claim 16, wherein the motion activated light further comprises a housing having a connector complementary to the air valve stem.

18. The lighted wheel of Claim 16, wherein the motion activated light further comprises an ornamental shape.

19. The lighted wheel of Claim 16, wherein said power source comprises at least one battery.

20. The lighted wheel of Claim 16, wherein said light source comprises a light emitting diode.

21. The lighted wheel of Claim 16, wherein said motion activated light comprises a color.

25 22. The lighted wheel of Claim 16, wherein said motion sensitive switch intermittently energizes said light

source responsive to motion to thereby cause said light source to emit flashes of light.

23. The lighted wheel of Claim 16, wherein said motion sensitive switch energizes said light source for a
5 predetermined time following movement of the wheel.

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24. A method of lighting a vehicle wheel having an air valve stem, the method comprising:

10 connecting a motion activated light source to the air valve stem of the wheel; and
emitting light by causing the wheel to move sufficiently to activate the light source.

25. The method of Claim 24, wherein the air valve stem comprises threads, the motion activated light comprises complementary threads, and connecting comprises screwing
15 the motion activated light onto the air valve stem.

26. The method of Claim 24, wherein causing the wheel to move comprises driving a vehicle having the lighted wheel attached thereto.

27. The method of Claim 24, wherein emitting light
20 comprises emitting light having a predetermined color.

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28. A method of forming a visually perceptible light image adjacent a rotating wheel on a moving vehicle, the wheel having an air valve stem, comprising:

25 connecting a motion activated light to the air valve stem of the wheel, the light comprising a predetermined shape for forming the light image; and causing the vehicle to move so as to impart sufficient rotation to the wheel to activate the

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light source to emit light, thereby forming the visually perceptible light image.

29. The method of Claim 28, wherein the motion activated light comprises an electrical circuit having a power source, a light source, and a motion sensitive switch connected to close the circuit to thereby energize the light source responsive to motion of the wheel.

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30. The method of Claim 28, wherein the wheel comprises an inner tube having the air valve stem.

10 31. The method of Claim 28, wherein the motion activated light comprises a light emitting diode.

32. The method of Claim 28, further comprising emitting light having a color.

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